



### **Request for Proposals**

AMD Alliance International invites proposals for the fulfillment of a project of literature review and writing on quality of life with age related macular degeneration. The AMD Alliance International seeks a qualified social, medical, or applied research department or individual to prepare a White Paper on Quality of Life with Age related macular degeneration for use in AMD Alliance campaigns.

Information about AMD Alliance International is available at [www.amdalliance.org](http://www.amdalliance.org)

### **Goal of the project**

AMD Alliance International (AMDAI) is planning to enhance its current campaigns to increase awareness of age related macular degeneration. It is the specific goal of AMDAI to conduct a media and public awareness campaign to illustrate the effects of age related macular degeneration on individual quality of life. The specific objective of this campaign is to create greater awareness of the urgent and essential need of citizens to have access to treatment and/or vision rehabilitation supports. This will be accomplished by the production and promotion of a well researched White Paper on Quality of Life, which paper will be used as a tool for

policy engagement with governments, associations, social policy decision makers, and/or others as relevant.

### **Activities and anticipated scope of work**

In order to carry out the project objectives, the recipient of the contract will:

1. Devise an effective search strategy and then conduct an extensive review of literature in the domain, including but not limited to gathering existing publications from governments, corporations, and academia. The primary target for the literature review is English language publications, however, it is a definite asset if a potential contractor can search and analyze publications in other major languages. There is no specific geographic limitation to the search.
2. Synthesize existing literature, outline the state of the evidence, and present opinions on the strength of the findings.
3. Identify gaps in knowledge, if any, and provide recommendations for, as relevant, future research, government advocacy, or social action.
4. Present the findings to AMDAI in a White Paper, which we suggest should not exceed 7 to 10 pages in length.
5. Serve as expert spokesperson on the White Paper, by request.

### **Ownership of Material**

All information, materials, and products (both digital and hard copy) generated to undertake this project will become

the property of AMDAI. AMDAI retains exclusive rights of publication and all other use of the White Paper.

### **General Proposal Requirements**

The written response to the request for proposals should clearly indicate the following:

1. Your suggested approach to the project, including an overview of your suggested work plan, complete with key milestones with associated deliverables
2. Budgetary requirements, including detailed breakdown and summary of costs. As a general guideline, we believe this project can be accomplished in approximately 40 to 60 hours. We also suggest that some researchers in this area will have good literature reviews already done, and thus updating an existing search may make this project less time consuming.
3. A brief description of the proponent's research capacities and experiences, including current resumes, credentials and qualifications of the proposed team members.
4. A list of clients and/or references for whom you or your researchers have completed work of similar size and scope.

### **Project Timeframes**

**Responses:** All project proposals in response to this RFP must be received by AMDAI by January 30, 2006 by email to [executivedirector@amdalliance.org](mailto:executivedirector@amdalliance.org) or by letter mail to AMDAI, 1929 Bayview Avenue, Toronto Ontario, M4G 3E8.

**Final Product:** One copy of the final White Paper must be delivered to AMDAI prior to close of business on May 1, 2006. A project critical path will be agreed upon with the contractor immediately following the contract being awarded.

Enquiries: For any further information please contact Wanda Hamilton at 416 486 2500 extension 7505.